

2 TWO 2 AUTOMOBILES FREE!

**CAMPAIGN HEADQUARTERS
LOCATED IN THE HERALD
BUILDING, TORRANCE, CALIF.
TELEPHONE TORRANCE 200
OPEN EVENINGS UNTIL 7:30 p. m.**

The Plan in Brief

The object of the big distribution is two-fold: primarily to increase the already large subscription list of The Herald and News, to collect arrearages and advance subscription payments from present or new subscribers, and at the same time afford our friends and readers an unparalleled opportunity to profit, and in a big way, through their spare time during the next few weeks. So it is a plan that works both ways, and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most valuable and attractive list of prizes ever offered by a local newspaper in this section of the country has been made ready for distribution among those who participate most heartily.

Ambition and energy are the only requisites for success. The plan adopted is the fairest and most impartial conceivable. There will be no "double vote" offers, extra votes given, or any other vote inducement whatsoever inaugurated during this competition. Neither will there be any long term subscriptions accepted. The plan of the campaign is straightforward and simple, and is fully outlined in this announcement.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate, competitive proposition for enterprising men and women, and boys and girls, and one in which no element of chance enters. One feature of this competition is the fact that there will be no losers in this race.

HOW TO ENTER THE ELECTION

The first step in order to become a candidate and compete for a prize, is to clip the nominating coupon appearing below, fill in your name and address, and mail or deliver to the Campaign Department of The Herald and News. This coupon entitles you or the person whom you might nominate to 5000 FREE votes. These votes are given you as a starter, and speed you on your way to win. Only one such nomination coupon will be accepted for each candidate entered.

HOW VOTES ARE SECURED

The next step is to call on or write the Campaign Department for a free working outfit, consisting of an official receipt book, sample copies of The Herald and News, and other information relative to launching an active campaign.

Thus equipped, you have but to go to your friends and neighbors, relatives and acquaintances, and have them clip the free coupons from their papers, and pay up a subscription to The Herald and News through you. THAT'S ALL THERE IS TO IT. However, you will never win anything unless you make the start; and while it will not be a very difficult matter to capture one of the big prizes, nevertheless it is necessary that you start early. You must plan out your campaign the same as any successful business man plans out his work for a season. Above everything else, let no one discourage you, but stick to it and finish. Anything worth having is worth striving for. A few short weeks and you may be riding in your own automobile.

It takes votes to win, and votes are secured in two ways: First, by clipping the coupons appearing in The Herald and News. Start gathering them NOW. After a short time these coupons will be reduced to a lesser number of votes. The only restriction placed on voting coupons is that they must be deposited at the Campaign Department of The Herald and News on or before the expiration date printed thereon. Get your friends to saving these coupons for you—they all count. The other and faster way to get votes is by securing new and renewal subscriptions to The Herald and News. On each subscription turned in a certain number of votes is given, varying according to the amount paid and during which "period" same are received at the Campaign Department. See schedule of votes elsewhere. So you see, the more subscriptions you can get, the better your chances are to secure one of the capital prizes.

EARLY START MEANS EASY FINISH

The advantages of an early start are manifest. Not only do you have the FULL TIME in which to secure the winning votes, but now and up to and including June 21st you will receive the maximum schedule of votes and subscriptions. Then, too, the first in the field will undoubtedly get the "cream" of votes and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time waiting to "see what the other fellow is going to do," but pitch right in and show the "other fellow" how to do it.

Opportunity Coupon 150,000 EXTRA VOTES

This coupon, when accompanied with three yearly subscriptions, entitles the contestant to 150,000 Votes if turned in during the First Week of their entry.

Name of Subscriber: _____
Name of Subscriber: _____
Name of Subscriber: _____
Contestant: _____

Unprecedented Opportunity Torrance GREAT \$5,000 G EVERYBODY WILL WIN SOMETHING

ALL PRIZES—GOLD, SILVER, AUTOMOBILES AND MERCHANDISE—TO BE GIVEN AWAY ABSOLUTELY FREE TO MEN AND WOMEN WHO COME TO SHARE IN THE DISTRIBUTION. IT COSTS YOU NOTHING NOW OR EVER. IT IS NOT EVEN REQUIRED TO PURCHASE A MERCHANDISE AWARD, OR AN AUTOMOBILE. CUT OUT THE NOMINATION BLANK APPEARING IN THIS ISSUE AND MAIL IT TO THE CAMPAIGN DEPARTMENT OF THE TORRANCE HERALD AND NEWS, 1419 MARCELINA AVE., TORRANCE, CALIF.

How the Prizes will be Awarded

Every active participant in The Herald and News Gift Distribution will receive either a cash award, one of the grand prizes, or one of the two fine motor cars.

The person polling the greatest number of votes in the campaign will receive the First Grand Capital Prize—the Hudson Coach.

The person who secures the next greatest number of votes in the campaign will be given the Second Grand Capital Prize—the Chevrolet Sport Roadster.

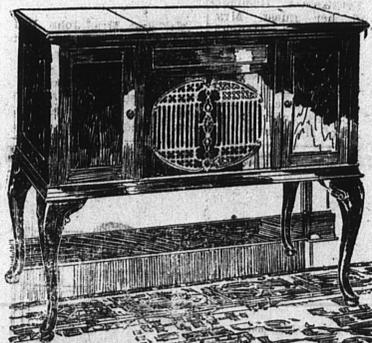
The person who secures the next highest number of votes in the campaign will be given the \$310 Brunswick Console. And so on down until all prizes have been awarded according to the announcement.

All other active entrants will receive 20 per cent commission on all subscriptions they may secure, according to the rules of the campaign.

THE ADVISORY BOARD

It is the sincere aim of this newspaper to conduct the election from start to finish in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interests of participants, and absolute honesty in all dealings is guaranteed. However, not all wisdom lies with any one man or institution, and for that reason an Advisory Board has been decided upon, whose functions shall be to decide any question of sufficient moment that might happen to arise during the competition and from which a committee shall be selected to act as judges and count the votes the last night of the election, names to be announced later.

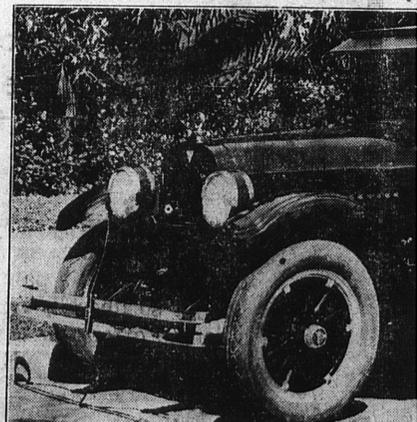
Third Capital Prize



\$310.00 Brunswick Console

Purchased and on display at the GARDNER MUSIC Store, 1325 Sartori Ave., Torrance, Calif.

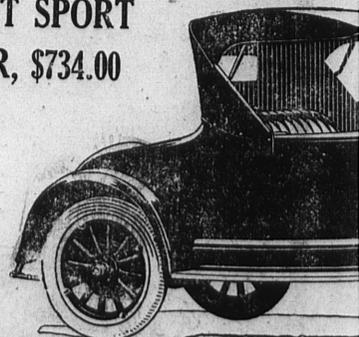
First Grand Hudson \$1,000 Coach



Purchased from and on Display at

Second Grand

CHEVROLET SPORT ROADSTER, \$734.00



BIGGEST VOTE OFFER GIVEN DURING FIRST PERIOD

OF CAMPAIGN
ENTER NOW DURING BIG VOTE
OFFER
SUCCESS IS THE REWARD FOR
WORKERS

100,000
Extra Free Votes

With Each \$24 Worth of Subscriptions
Turned In

ATWATER KENT

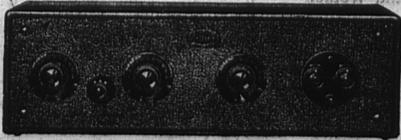
FIRST DISTRICT PRIZE

Two \$136 Radio Sets

Installed in your home—Complete, 5-Tube Atwater Kent Compact Model, including

- 5 Tubes
- Atwater Kent Loud Speaker
- "A" Battery
- 2 "B" Batteries
- "C" Battery
- Aerial

PURCHASED FROM AND ON DISPLAY AT DE BRA RADIO CO., 2175 Ravens Ave., Torrance.



Schedule of Rates and Subscription Prices of THE TORRANCE HERALD

FIRST PERIOD Up to May 26		SECOND PERIOD May 27th to June 9th		THIRD PERIOD June 10th to June 21st	
1 yr. \$ 2.00	6,000	1 yr. \$ 2.00	4,500	1 yr. \$ 2.00	3,500
2 yrs. 4.00	18,000	2 yrs. 4.00	13,000	2 yrs. 4.00	10,000
3 yrs. 6.00	45,000	3 yrs. 6.00	37,500	3 yrs. 6.00	25,000
4 yrs. 8.00	90,000	4 yrs. 8.00	72,500	4 yrs. 8.00	60,000
5 yrs. 10.00	150,000	5 yrs. 10.00	125,000	5 yrs. 10.00	100,000
10 yrs. 20.00	400,000	10 yrs. 20.00	300,000	10 yrs. 20.00	225,000

A special extra vote ballot good for 100,000 votes will be issued on every club of \$24.00 worth of subscriptions turned in. No subscription will be accepted by The Herald and News for more than ten years. The Herald and News by mail outside the State of California is \$3.00 per year. Foreign countries, \$6.00 per year.
During the first period 20,000 extra votes will be given with every new yearly subscription turned in, 20,000 extra votes during the second period, 10,000 during the third and final period.

Mail or Send This Coupon
for Information

Information Coupon

The Herald and News,
1419 Marcelina Ave.,
Torrance, Calif.

Gentlemen: Please send me detailed information. I am interested in your gift distribution.

Name: _____
Address: _____
Phone: _____

NOMINATION

Nomination Blank in
"Everybody Will Win"

I hereby enter and cast \$1000

Address: _____
as a candidate in the Herald
Distribution.

NOTE—Only one nomination
candidate no